

# memoryBlue Referral Partners



## Overview

When your network needs a scalable pipeline and GTM horsepower, memoryBlue delivers.

We've built a SMART model that fills gaps across Sales, Marketing, Academy, Recruiting and Tech services—always complementing, never competing, with what you already provide.

**You connect the dots...we power the execution and everyone wins.**

## Why refer your customers or peers to us?

- Earn referral revenue share on every closed opportunity
- Strengthen relationships by introducing trusted GTM experts
- Access co-marketing and expanded collaboration opportunities

## Getting started is as easy as 1-2-3

- 1** Submit via your unique referral landing page
- 2** Make a warm intro to [partnerships@memoryblue.com](mailto:partnerships@memoryblue.com)
- 3** Share any context (size, needs, timing, decision makers)

# Who's our ideal customer (ICP)

## Company characteristics



**Employee size:** Small business (100), Mid-market (100-999), Enterprise (1000k+)



**Revenue:** \$10M+ annual revenue (growth-stage and above)



**Stage:** Scaling sales teams, expanding go-to-market efforts, or preparing for growth funding



**Industry Fit:** Technology (Cybersecurity, Data/AI, Fintech, Government tech, Healthtech), SaaS, B2B services, professional services, supply chain or industries with complex B2B sales cycles

## Decision makers / personas



**Executive:** CEO, Co-founder (typically <250 employees)



**Revenue leaders:** CRO, VP of Revenue, Head of Growth



**Sales leaders:** CSO, VP/Director of Sales or Business Development



**Sales Dev leaders:** VP/Director/Head of SDR/BDR



**Marketing leaders:** CMO, VP/Head of Marketing or Demand Gen

## Why they need us

- Recently raised VC/PE funding
- Expanding into new regions, markets or verticals
- Hiring SDR/BDR roles aggressively
- Pipeline shortfalls (low volume, slow cycles, low conversion)
- Investing in new sales/marketing tech

## What makes a great referral

- Matches company fit + signals above
- Decision makers open to outsourced SDR or GTM support
- Actively seeking pipeline acceleration or efficiency

Please visit the partner page on [memoryBlue.com](https://memoryblue.com)

## Pain points we solve

At memoryBlue, we take a SMART approach—Sales, Marketing, Academy, Recruiting and Tech—to address the most pressing challenges revenue teams face. Customers partner with memoryBlue to grow pipeline and support the entire go-to-market motion.

### Challenges we solve:

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#### SALES SERVICES

- Challenges scaling SDR teams quickly and cost-effectively
- Pressure to deliver qualified pipeline fast
- Difficulty expanding into new markets or regions
- Inefficient AE focus (closing vs. prospecting)
- High SDR turnover and inconsistent management

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#### MARKETING SERVICES

- Lack of bandwidth to run campaigns that feed SDRs and AEs
- Difficulty aligning marketing programs with pipeline goals
- Need for content/campaign execution without adding headcount
- Poor visibility into campaign → pipeline performance

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#### ACADEMY TRAINING

- SDRs and AEs not ramping fast enough
- Inconsistent messaging and sales skills across teams
- Limited coaching capacity for managers
- No structured enablement to sustain performance

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#### RECRUITING SERVICES

- Long time-to-fill for SDR and sales roles
- High cost of recruiting + high turnover risk
- Difficulty accessing specialized or multilingual talent
- Lack of scalable recruiting pipeline for growth

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#### TECHNOLOGY

- Underutilized or misconfigured sales/marketing tech stack
- Fragmented data across CRM, marketing automation and intent tools
- Limited analytics/insights to optimize pipeline generation
- Lack of expertise to evaluate or implement new tools

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